

**REPORT/RECOMMENDATION TO THE BOARD OF SUPERVISORS
OF SAN BERNARDINO COUNTY, CALIFORNIA
AND RECORD OF ACTION**

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November 30, 2004

FROM: Clifford Young, Supervisor
Fifth District

SUBJECT: Economic Development Decision Model

RECOMMENDATION: Authorize the positions of Project Manager, to be filled by Shauna Clark, and Assistant Project Manager, to be filled by Paul Rigali, at 5% over current salary and benefit levels, for a period of twelve (12) months to manage the completion of the Economic Development Decision Model.

BACKGROUND INFORMATION: Approval of this Agenda Item will provide staffing to ensure completion of a Board-approved initiative to improve county decision- making capabilities, especially in the area of economic development by providing instant access Geo-spatial, economic, infrastructure, and demographic data through a single integrated and customizable Intranet program.

The County is currently in the process of completing an excess of 500,000 parcels into a base-map that will be compiled by ESRI and subcontractors to some 400 Assessor Map Books. The Economic Decision Model will integrate the County's base-mapping project into an advanced functionality and more effective intranet -mapping framework.

The information available through a single interface will include:

- Aerial maps that can move from a 30,000 foot view to within 100 feet – showing
- County spatial data including GIS and PIMS
- Census data, including gender, sex, age, education, housing, income
- Business data including marketing profiles that provide purchasing preferences, lifestyle profiles, traffic flow, household expenditures, housing values, etc.

The Economic Decision Model will include business, demographic, and market data made available through the ESRI Business Information Solutions. The data will facilitate access to infrastructure, business, demographic, economic, and human resources via ESRI GIS technology.

The Economic Decision Model will employ industry proven Java and ArcIMS technology that will allow the County to repeatedly build custom web based mapping applications for individual projects and scenarios.

County users will have access to a selection of map types that integrate the Geo-spatial data of the base map and relevant ESRI BIS data (including the said demographic, business, economic, and infrastructure data) for the corresponding community.

Record of Action of the Board of Supervisors

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By integrating the Geo-spatial data of the base-mapping project and the ESRI Business Information Solutions data, the Economic Decision Model will increase the County's capacity to quickly and effectively evaluate sites, analyze existing markets, and scan new markets.

The Board of Supervisors approved start-up funding for this initiative as part of the FY 2004-05 Budget Process. It is anticipated that this additional allocation of one-time funding will complete the development effort and yield an effective tool upon which the County can rely for ongoing support.

SUPERVISORIAL DISTRICT(S): All

PRESENTER: Supervisor Clifford Young, 387-4565